



## Public Involvement Plan

Shoreline Master Program Update ■ City of Yakima ■ April 2012

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## Introduction

Shoreline Master Programs (SMPs) are local land use policies and regulations designed to manage shoreline use both through regulations and stewardship. They are created by local communities working in partnership with the Washington State Department of Ecology. In the State of Washington there are over 260 local programs, Yakima's amongst them, that must be updated by 2014. All SMPs must comply with the State's Shoreline Management Act (RCW 90.58) and Shoreline Master Program Guidelines that were adopted in 2003 (WAC 173-26). The City of Yakima's SMP Update is intended to provide environmental protection for all designated shoreline areas, preserve and enhance public access to the shorelines, and encourage appropriate development that supports water oriented uses.

The SMP will apply to shorelines of the state, generally including lakes greater than 20 acres and streams with a flow greater than 20 cubic feet per second (cfs), together with shore lands within 200 feet of the ordinary high water mark, associated wetlands, and floodways (RCW 90.58.030). In the City of Yakima this means that the SMP will address the Naches and Yakima Rivers, a very short section of Cowiche Creek, Buchanan Lake, Lake Aspen and Willow Lake, including affected urban growth areas.

The City of Yakima's current Shoreline Master Program was first adopted in 1986. Following adoption of the City's 2006 Comprehensive Plan, the City's SMP maps of existing shorelines environments were amended to be consistent with the Comprehensive Plan but, until now, it has not been comprehensively updated.

Yakima County, in updating their SMP, had previously commissioned a shoreline characterization report that the City of Yakima, and other local jurisdictions, partially funded. This report included both the incorporated and unincorporated shorelines jurisdictions within Yakima County and it therefore provides much of the background and the scientific basis used for updating the City's shorelines management policies and regulations.

## Public Involvement Plan Objectives

This SMP Public Involvement Plan (PIP) was created to fulfill the following objectives:

- Inform the community about the SMP update purpose, process, and progress as early as possible and throughout the duration of the project.
- Identify and engage stakeholders to ensure that all interested and responsible parties are involved in the update.
- Ensure elected officials, the Planning Commission, and staff understands community and stakeholder concerns and links their input to SMP products.

## Methodology

- The methods to accomplish these objectives are various and include:
- Create and maintain a project website to share information and solicit comments throughout the update.
- Provide ongoing project updates via letters, postcards, fliers, notices or e-mail.
- Work with the local media to involve the community through announcements about public meetings, workshops and hearings.
- Conduct community workshops to inform and obtain community input at key stages of the SMP project.

## Project Scope and Intentions

The following principles shall guide the overall outreach program and be promoted through communication materials and outreach opportunities facilitated by City staff, the Planning Commission and City Council members.

- Purpose and benefits of the SMP: The SMP provides opportunities for public access and recreation, protects environmental conditions, presents opportunities for restoration and development, and provides best management tools for the City's shorelines.
- Balanced Plan: The goal of the SMP is to create a balanced plan for shoreline utilization and protection (WAC 173-26-176(2)).
- Required by State Laws and Rules: The SMP is required by the Shorelines Management Act (RCW 90.58) and is subject to Ecology SMP Guidelines (WAC 173.26).
- State and Local Partnership: The SMP is a partnership between local governments and Ecology. The SMP must be developed by the City of Yakima and approved by the City Council and Department of Ecology.
- Local Shoreline Vision: State law dictates what shoreline elements are required; nevertheless, there is a degree of latitude in several elements that can be crafted with particular attention to the City's vision for its shoreline.
- Comprehensive Plan and Development Regulations: The SMP is an element of the City of Yakima's comprehensive plan and part of the City's development regulations. Locally determined land uses and critical area regulations and watershed plans will be factored into the SMP.
- Public Involvement is a State Requirement: Public involvement is a state requirement and key component of the SMP update (WAC 173-26-090 and 100). Public involvement will be important through all phases of the SMP update. Ultimately, the City Council will decide the final SMP outcome on behalf of Yakima's citizens, but will desire the assurances that the SMP update has been developed with community input.

- Easy and convenient access to project information is essential to the process. City staff will ensure that information is easy to obtain, useful, timely, and pertinent.

## Public Involvement Plan Format

To meet this plan's objectives and to ensure that project intentions are consistently promoted, the remainder of this document addresses the following points:

- Participants
- Outreach activities
- Outreach strategies
- Schedule

### Participants

The PIP is intended to reach all parties that may have an interest in the SMP update process. It will also be designed to reach out to other groups and individuals to encourage their awareness, understanding, and involvement in the process. The City has identified the following particular audiences that are important to contact and engage:

### Targeted Participants

- Directly affected property owners in the shoreline including residents, business owners, and governmental agencies;
- Contiguous Property Owners located within 300 feet of the Shoreline jurisdiction
- The General Public
- Government
- Yakima City Council
- City of Yakima Planning Commission

- City of Yakima Wastewater Division
- City of Yakima Water Division
- City of Yakima Public Works
- Yakima County
  - Commissioners
  - Department of Public Services
- Washington State Agencies
  - Department of Ecology
  - Department of Fish and Wildlife
  - Department of Transportation
  - Department of Commerce
- Nongovernmental Organizations (NGOs)
- Yakima Greenway
- Yakima Arboretum
- Cowiche Canyon Conservancy
- Environmental groups and non-governmental organizations (NGOs):  
Organizations with expertise and/or interest in shoreline issues;
- Other Groups
- Yakama Nation
- Yakima Valley Community College
- Yakima School District
- Utilities and Transportation: Power and gas providers and railroad operators;
- Media: Local news outlets.

## Outreach Activities

Outreach activities should be focused on keeping the aforementioned groups fully informed and updated as to project progress, meetings, and key decision-making points. The public involvement activities are designed to prevent last minute surprises or perceptions from these groups that they have not been

adequately informed or have been discouraged from participating in the process. The following list identifies specific participants important to the development of Yakima's updated SMP process.

## OUTREACH STRATEGIES

Outreach activities will occur at each stage of the SMP project and will generally include the following:

- Direct Mailing to Affected Property Owners
- City Website Posting
- Involve the City's community relations manager in developing strategies for improving public participation through the media
- YPAC (Yakima Public Access Channel) Bulletin Board
- YPAC presentation – invite local community producers to create a short presentation for broadcast.

### Meetings

Public meetings and workshops will take place periodically throughout all SMP stages. The materials presented will be made available on the City's website and at Yakima City Hall. A draft schedule of events and activities is included on the final page of this document. Periodic and on-going activities are described below, including meetings and outreach tools.

### Planning Commission

City of Yakima Planning Commission meetings will be held at key stages of the SMP update process. These meetings will be a part of the Commission's regularly scheduled meetings which are open to all citizens are televised on the local public access channel. Shoreline property owners and the citizens of Yakima will be invited to attend these meetings and provide to the Planning Commission and staff their suggestions and comments in a workshop-like atmosphere.



City staff will support the Planning Commission with agendas and any other necessary materials.

Planning Commission meetings will include particular invitations to shoreline stakeholders and be conducted to gain public responses as well as Planning Commission input and recommendations. The following Planning Commission meetings are anticipated:

**SMP Introduction – May 2012** – Obtain Planning Commission input and recommendations regarding shoreline jurisdiction boundaries and public participation approaches.

**Shoreline Visioning – October 2012** – Following completion of the shoreline inventory and analysis report, conduct a public open house and a Planning Commission meeting.

**SMP Review – March 2013** – Planning Commission meetings to discuss and obtain feedback on the draft SMP.

**Local Adoption Process – October 2013** - Planning Commission public hearing followed by written recommendation to the City Council.

### City Council

City staff will periodically brief the City Council or Council Committee concerning the progress being made on the SMP Update. The City Council will be invited to all Planning Commission meetings; if appropriate to the topic joint meetings may be held between the City Council and the Planning Commission. Following Planning Commission recommendations, the City Council will consider the SMP Update. The Council may hold a separate hearing if appropriate prior to taking action.

## Visioning Workshop and Meeting

A visioning workshop will be held to capture citizen goals and aspirations with respect to the findings of the shoreline inventory and assessment. The meeting is anticipated to be a broad community-wide meeting in the evening, prior to or part of a regularly scheduled Planning Commission or City Council session.

Prior to the visioning events, staff will develop a visioning plan and strategy including:

- Purpose and desired outcomes of the meeting;
- Appropriate meeting format (e.g. open house versus interactive stations);
- Materials to communicate clearly and ensure broad understanding;
- Key questions that need to be answered for the next SMP steps;
- Draft meeting agenda.

A summary will be prepared and included in a visioning report supporting the next stage of SMP development.

City staff will attend, facilitate and present information, as appropriate at each event

## Outreach Tools

### Stakeholder Database

City staff will maintain a list of stakeholders, community members, and organizations interested in receiving SMP public meeting announcements. Notice will be provided either by mail or email. The City will update the database with information after each public outreach activity to reflect individuals and organizations that attended each meeting, and to inventory and respond to project comments as appropriate.

## Outreach Materials

Prior to each meeting, the City will notify stakeholders, community members, and organizations about key Planning Commission, City Council and special workshop meetings through one or more of the following means:

- Direct mail or e-mail to shoreline property owners
- E-mail to interested community members with access to project updates, reports meeting notices and agendas.
- Posted flyers in public buildings
- Newspaper notice
- Website postings

## Website

The City Web site (<http://ci.yakima.wa.us>) will provide interested community members with access to project updates, reports, meeting notices and agendas.

## Legal Notification

Legal notice of all public hearings and decisions related to the SMP review and update will be published in the City's newspaper of record, the *Yakima Herald*. Notification of all hearings will be provided not less the 15 not more than 30 calendar days prior to the hearing date. The notice will include the date, time, location and purpose of the hearing.

## Media Relations

The City will provide meeting invitations, fliers and news releases to local media.

## Public Record

Copies of the Public Involvement Plan, SMP Products, decision documents, staff reports, and other project-related information will be made available locally for public review at City offices and on the Web site as appropriate. Planning

Commission minutes will be made available to the community via the City Web site and/or from City Hall or staff.

## Schedule

The following project schedule identifies the key SMP milestones and events. It may need to be updated over time as each step progresses and additional input is received.

Task Description		2012												2013											
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
<b>PHASE 1: Preliminary Assessment of Shoreline Jurisdiction and Public Participation Plan</b>																									
1.1 Identify Preliminary Shoreline Jurisdiction																									
1.2 Prepare Plan for Public Participation																									
1.3 Demonstrate How Phase 1 Complies with Guidelines																									
<b>PHASE 2: Shoreline Inventory, Analysis and Characterization</b>																									
2.1 Complete Shoreline Inventory																									
2.2 Conduct Shoreline Analysis																									
2.3 Prepare Shoreline Inventory and Characterization Report																									
2.4 Demonstrate How Phase 2 Complies with the Guidelines																									
<b>PHASE 3: Complete DRAFT SMP and Cumulative Impacts Analysis</b>																									
3.1 Conduct Community Visioning Process																									
3.2 Develop General SMP Goals, Policies and Regulations																									
3.3 Develop Shoreline Environment Designations																									
3.4 Develop Environment-Specific Shoreline Use Modification Policies Regulations and Standards																									
3.5 Develop SMP Administrative Provisions																									
3.6 Prepare Preliminary Cumulative Impact Analysis																									
3.7 Demonstrate How Phase 3 Complies with the Guidelines																									
3.8 Public Meetings																									
<b>PHASE 4: Restoration Planning; Revisiting Phase 3 Products as Necessary</b>																									
4.1 Prepare Restoration Plan																									
4.2 Revisit Draft SMP and Cumulative Impacts Analysis; Finalize SMP Jurisdiction Maps																									
4.3 Demonstrate How Phase 4 Complies with the Guidelines																									
<b>PHASE 5: Local SMP Adoption Process</b>																									
5.1 Assemble Complete Draft SMP and Submit to Ecology																									
5.2 Complete SEPA Review and Documentation																									
5.3 Provide GMA 60-Day Notice of Intent to Adopt																									
5.4 Hold Public Hearing																									
5.5 Prepare a Responsiveness Summary																									
5.6 Adopt SMP and Submit to Ecology																									
5.7 Demonstrate How Phase 5 Complies with the Guidelines																									